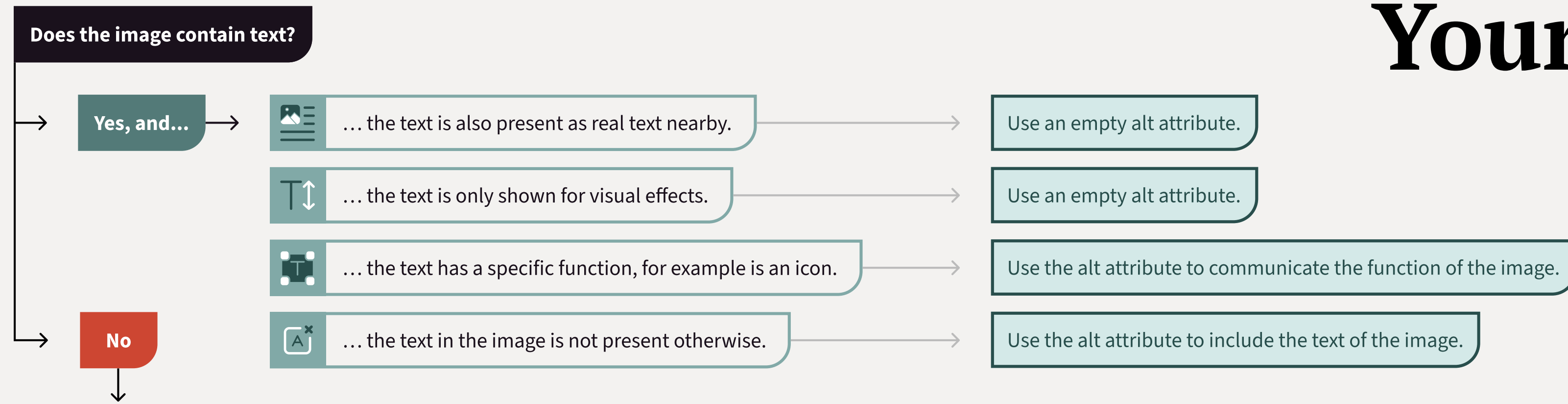


How to Choose Your Image Alt Text

Alt text describes how images appear or function to those with visual disabilities who can't see them directly. The decision tree on the left is designed to guide you through the process of creating effective alt text, ensuring your images are as accessible and inclusive as possible.

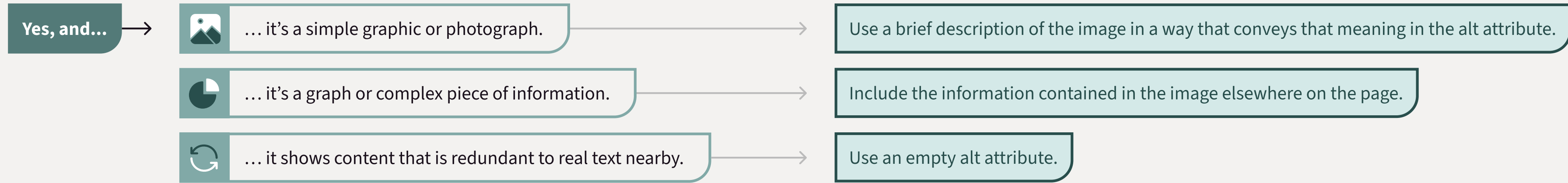
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[wiredimpact.com](https://www.wiredimpact.com)



Is the image used as a link or a button, and would it be hard or impossible to understand what the link or the button does, if the image wasn't there?

Yes → Use the alt attribute to communicate the destination of the link or action taken.

No → **Does the image contribute meaning to the current page or context?**



Is the image purely decorative or not intended for users?

Yes → Use an empty alt attribute.

Source: <https://www.w3.org/WAI/tutorials/images/decision-tree/>